



U.S. Army 2005 MWR Leisure Needs Survey Results

Pine Bluff Arsenal Arkansas

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

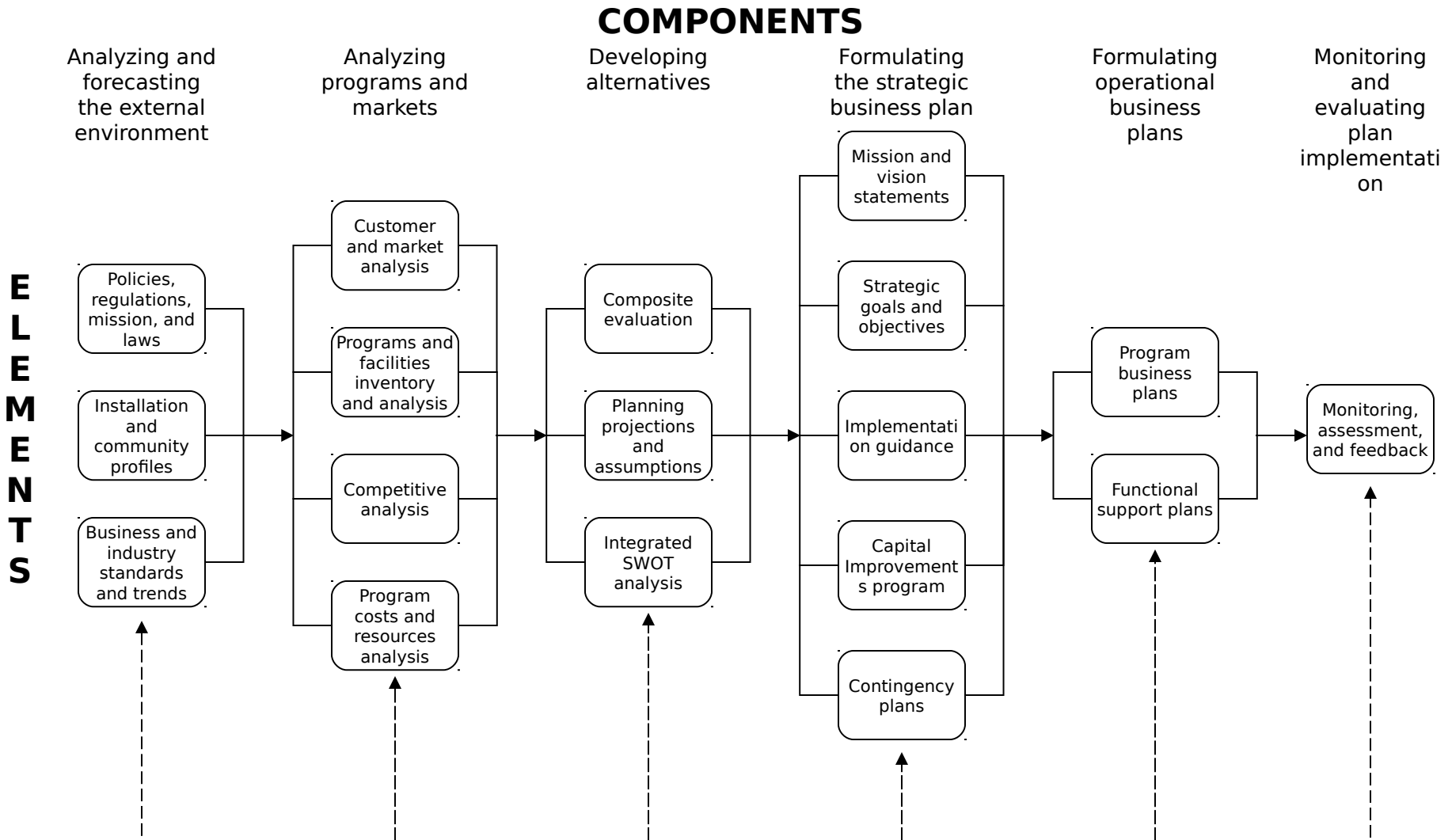
- MWR Programs and Facilities
- Leisure Activities

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL

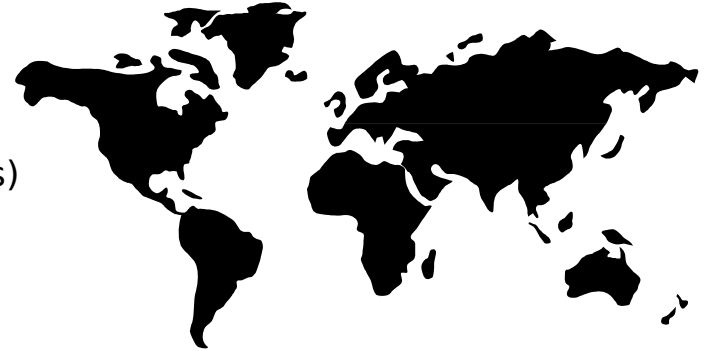


METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,169 surveys were distributed at Pine Bluff Arsenal



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	185	34	8	23.53%	±33.89%
Spouses of Active Duty	39	49	8	16.33%	±30.89%
Civilian Employees	2,615	862	110	12.76%	±9.15%
Retirees	232	224	46	20.54%	±12.94%
Total	3,071	1,169	172	14.71%	±7.26%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

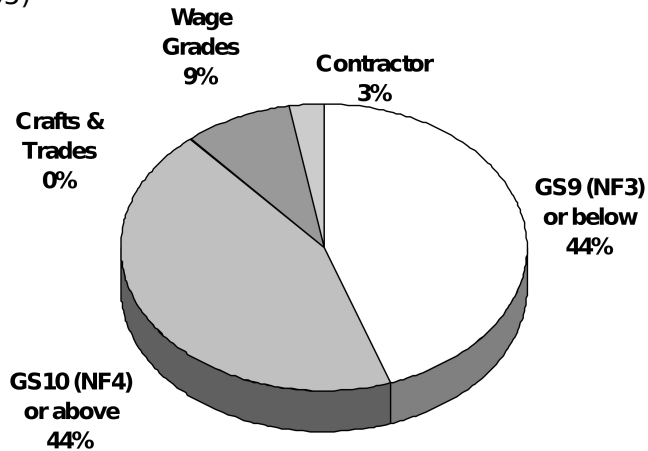
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

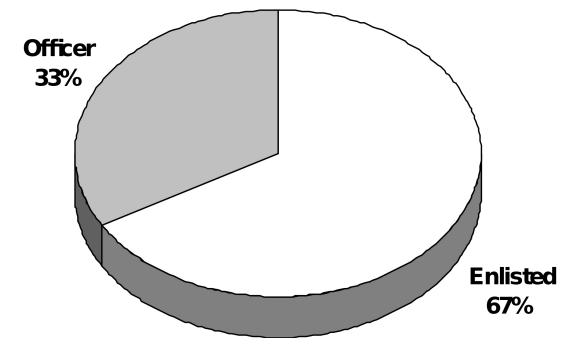
CIVILIANS

(n = 105)



RETIREEES

(n = 39)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT PINE BLUFF ARSENAL

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	50%
Recreation/Community Activity Ctr.	23%
Post Picnic Area	23%
Swimming Pool	16%
Golf Course	12%

LEAST FREQUENTLY USED FACILITIES

BOSS	0%
Army Lodging	4%
Multipurpose Sports/Tennis Courts	5%
School Age Services	6%
Youth Center	7%

MWR PROGRAMS & FACILITIES: SATISFACTION AT PINE BLUFF ARSENAL*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

BOSS	5.00
School Age Services	4.86
Child Development Center	4.79
Army Lodging	4.75
Youth Center	4.74

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Athletic Fields	3.47
Multipurpose Sports/Tennis Courts	3.83
Post Picnic Area	3.88
Swimming Pool	4.03
Fitness Center/Gymnasium	4.06

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT PINE BLUFF ARSENAL*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

BOSS	5.00
School Age Services	4.95
Child Development Center	4.71
Army Lodging	4.66
Youth Center	4.65

FACILITIES WITH LOWEST QUALITY RATINGS*

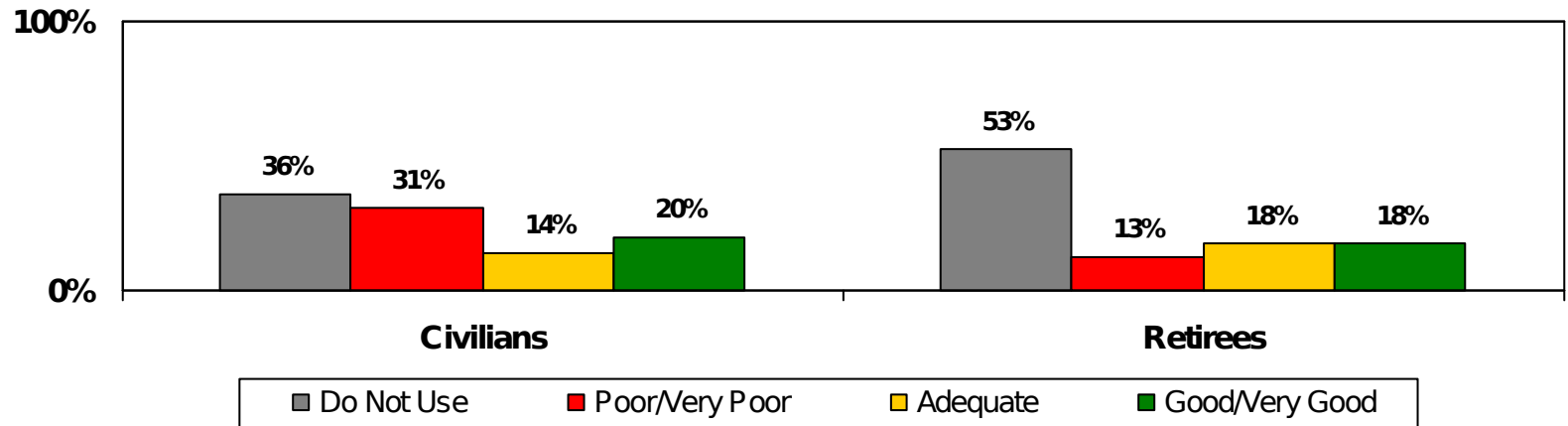
Athletic Fields	3.35
Post Picnic Area	3.67
Multipurpose Sports/Tennis Courts	3.70
Fitness Center/Gymnasium	3.78
Recreation/Community Activity Ctr.	4.13

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

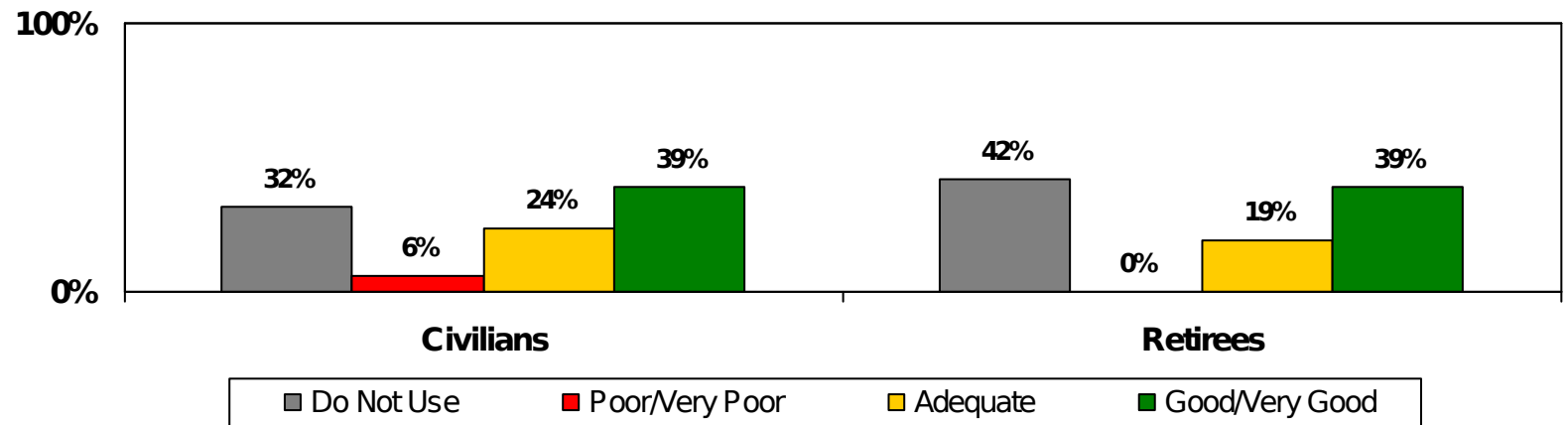
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



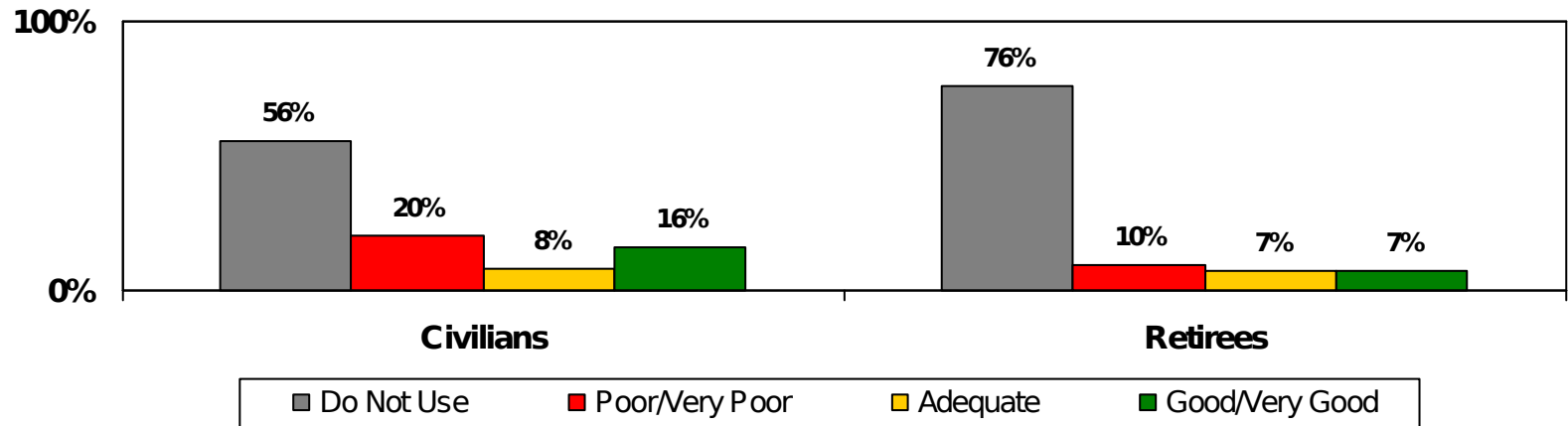
Quality of Off-Post Services



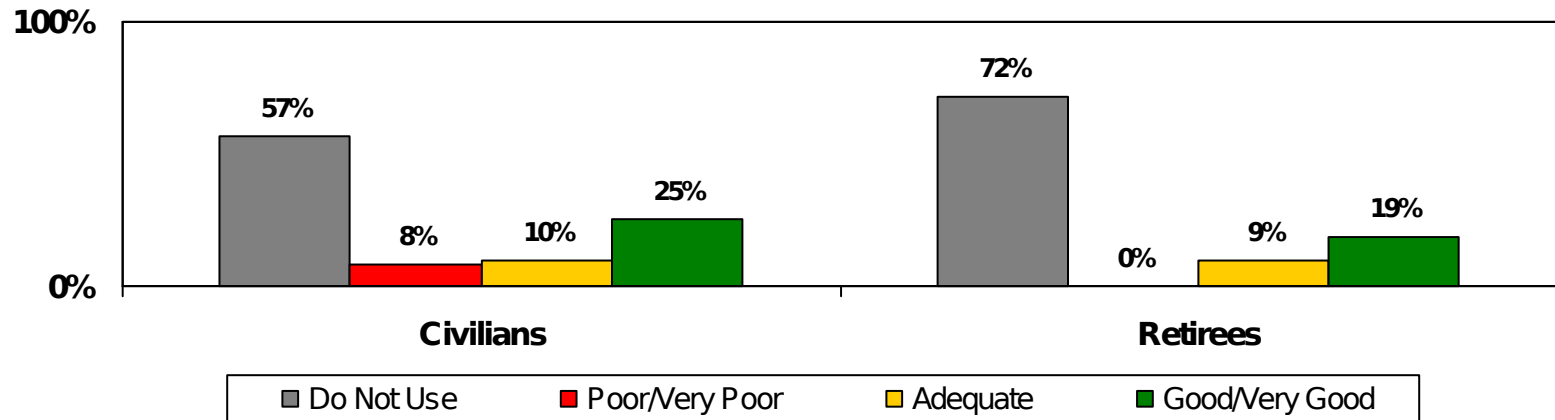
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



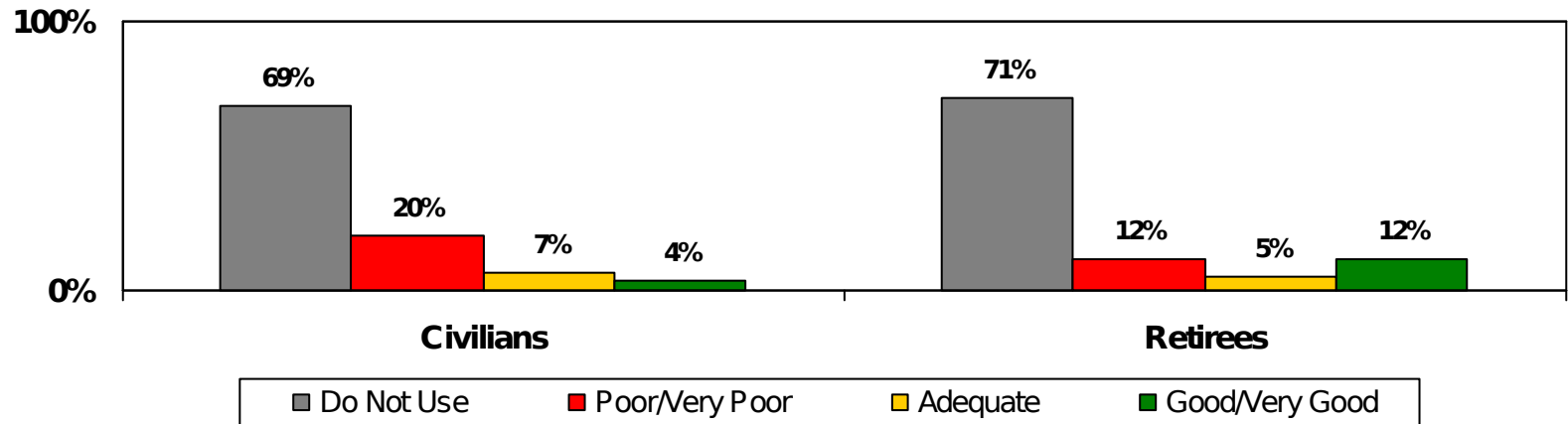
Quality of Off-Post Services



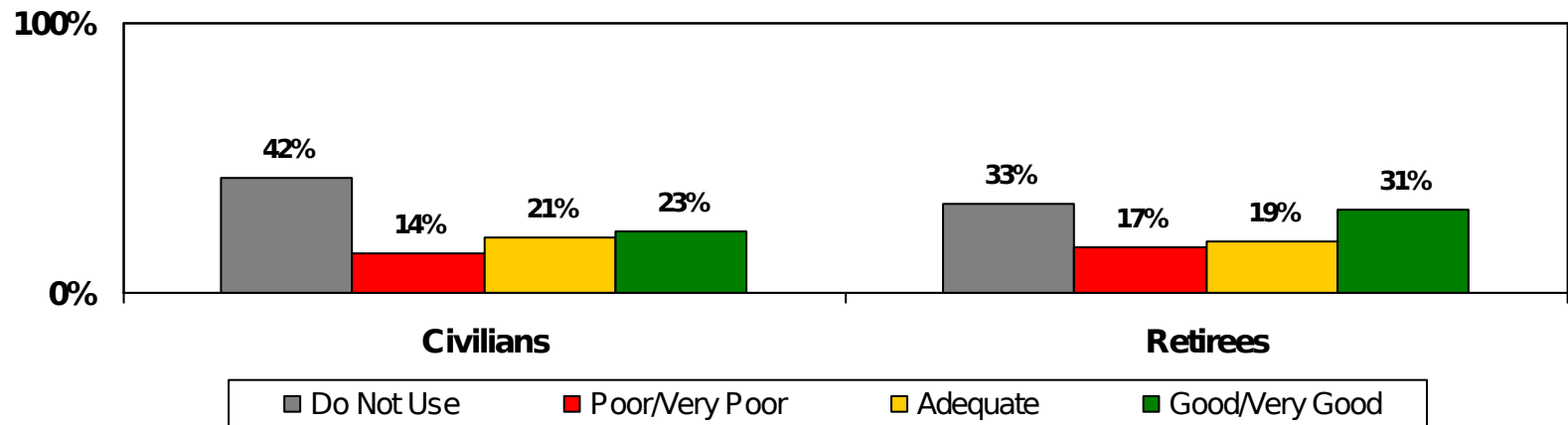
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

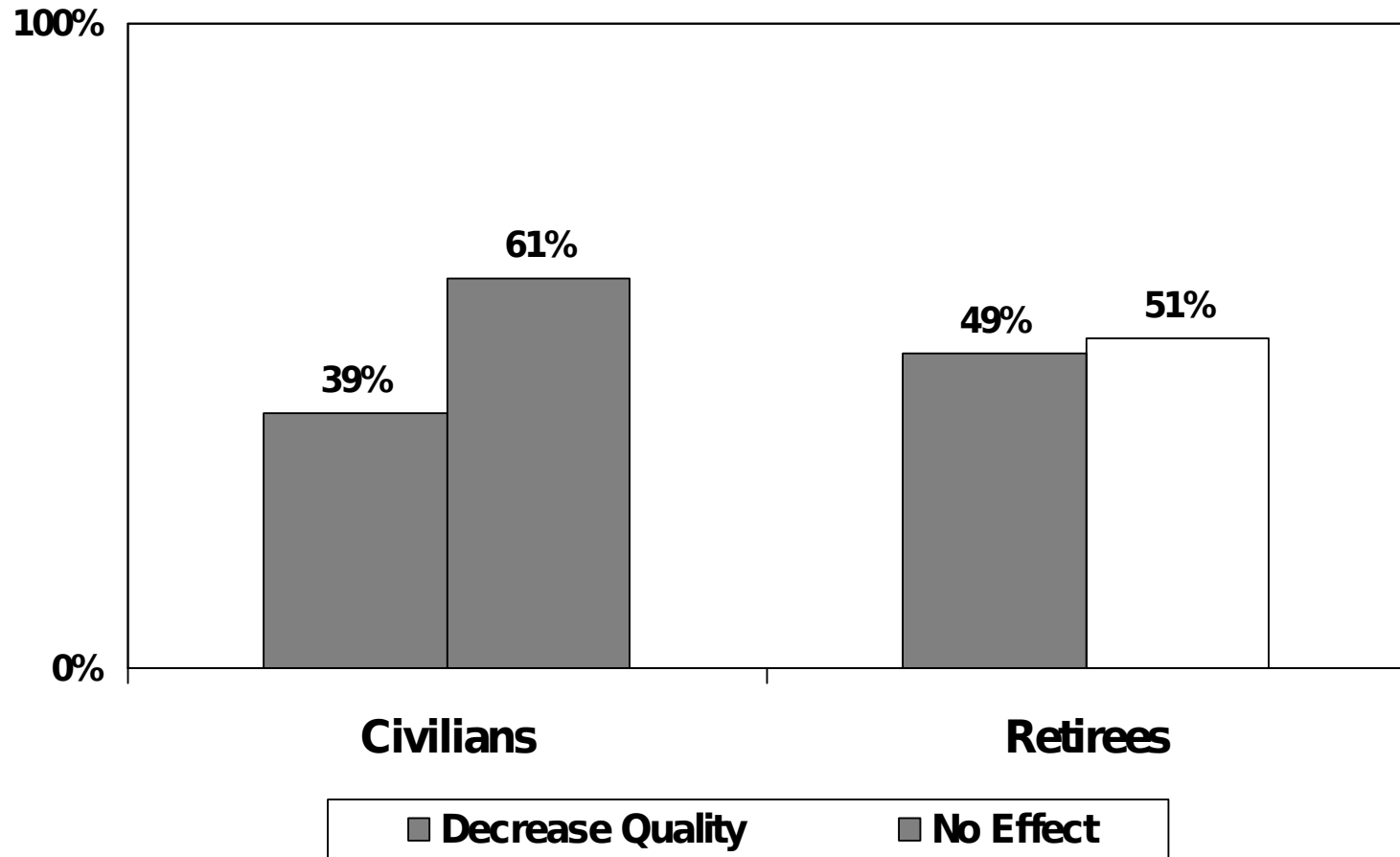


Quality of Off-Post Services



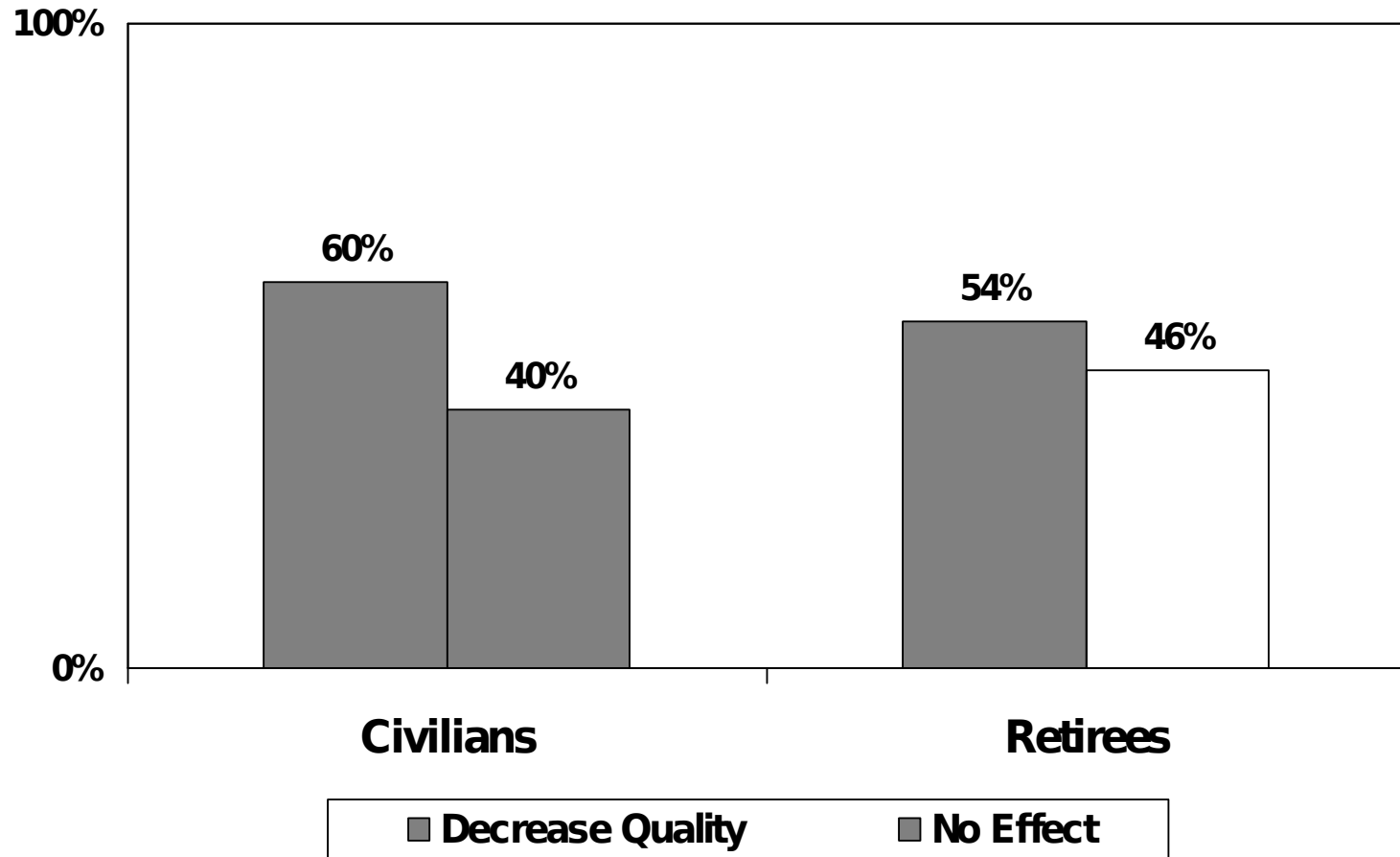
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	83%
Child Development Center	63%
Youth Center	62%
Swimming Pool	57%
Army Lodging	56%
School Age Services	50%
Recreation/Community Activity Center	44%

RV Park	71%
Arts & Crafts Center	52%
Bowling Pro Shop	49%
Automotive Skills	49%
Cabins & Campgrounds	45%
Car Wash	41%
Bowling Center	40%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	CIVILIANS	RETIREES	TOTAL
Internet	13%	10%	14%
E-mail	82%	13%	75%
Friends and neighbors	15%	23%	18%
Family Readiness Groups (FRGs)	1%	0%	2%
Bulletin boards on post	26%	31%	27%
Post newspaper	42%	26%	39%
MWR publications	22%	18%	21%
Radio	0%	3%	1%
Television	0%	3%	1%
My child(ren) let(s) me know	2%	0%	2%
Other unit members or co-workers	26%	15%	23%
Unit or post commander or supervisor	6%	5%	6%
Marquees/billboards	13%	10%	12%
Flyers	30%	8%	29%
Other	3%	15%	4%
I never hear anything	4%	36%	6%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	75%
Internet access/applications (home)	61%
Entertaining guests at home	59%
Special family events	50%
Going to movie theaters	49%
Fishing	45%
Walking	43%
Gardening	42%
Plays/shows/concerts	40%
Live entertainment	38%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	73%
Internet access/applications (home)	64%
Entertaining guests at home	60%
Special family events	52%
Going to movie theaters	46%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	70%
Internet access/applications (home)	43%
Fishing	42%
Entertaining guests at home	41%
Gardening	40%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	16%
Softball	11%
Volleyball	7%
Self-directed sports tournaments	6%
Touch/flag football	5%

Outdoor Recreation

Fishing	45%
Going to beaches/lakes	37%
Camping/hiking/backpacking	31%
Picnicking	30%
Hunting	21%

Social

Entertaining guests at home	59%
Special family events	50%
Dancing	22%
Specially arranged shopping trips	20%
Happy hour/social hour	19%

Sports and Fitness

Walking	43%
Cardiovascular equipment	30%
Weight/strength training	29%
Running/jogging	15%
Group exercise classes	14%

Entertainment

Watching TV, videotapes, and DVDs	75%
Going to movie theaters	49%
Plays/shows/concerts	40%
Live entertainment	38%
Attending sports events	33%

Special Interests

Internet access/applications (home)	61%
Gardening	42%
Digital photography	35%
Computer games	34%
Automotive detailing/washing	29%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Walking	17%	25%	43%
Group exercise classes	12%	2%	14%
Internet access (library)	12%	N/A	12%
Weight/strength training	12%	18%	29%
Fishing	11%	35%	45%
Reading	10%	N/A	10%
Running/jogging	9%	6%	15%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	5%	5%	51%	61%
Gardening	2%	3%	38%	42%
Digital photography	0%	9%	25%	35%
Computer games	1%	2%	30%	34%
Automotive detailing/washing	1%	2%	26%	29%
Automotive maintenance & repair	0%	3%	16%	19%
Trips/touring	0%	13%	0%	13%

*Top 7 special interest activity preferences ranked by overall participation.

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)